

Comm 461

ORIGINATOR'S SECTION:

1. College: CHASS Desired Term and Year of Implementation (e.g., Fall 2008):
 CoAS CoBA CoE Spring 2016

2. Course is to be considered for G.E.? (If yes, also fill out appropriate GE form*) Yes No

3. Course will be a variable-topics (generic) course? Yes No
 ("generic" is a placeholder for topics)

4. Course abbreviation and Number:* COMM 461

5. Title: (Titles using jargon, slang, copyrighted names, trade names, or any non-essential punctuation may not be used.)
 Scientific Communication in Biotechnology

6. Abbreviated Title for Banner:
 (no more than 25 characters, including spaces)
 SciComm in Biot

7. Number of Units: 3

8. Catalog Description: (Not to exceed 80 words; language should conform to catalog copy. Please consult the catalog for models of style and format; include all necessary information regarding consent for enrollment, pre- and/or corequisites, repeated enrollment, crosslisting, as detailed below. Such information does not count toward the 80-word limit.)
 Study of ^{the} communication principles and rhetorical strategies employed to effectively communicate with intended audiences in the context of the biotechnology industry. Students will apply this knowledge to plan, prepare, construct, and evaluate communication situations in which they participate as both producers and consumers of communication in careers related to biotechnology.
 Enrollment restricted to students with Junior or Senior standing. Enrollment requirement: Biol 210, 211 and one upper division BIOT course. Prerequisite: BIOT 355 or 356

9. Why is this course being proposed?
 This will be an upper-division required course for biotechnology majors. The Communication department and Biology department are collaborating to offer this course because the Biology department has received feedback from biotechnology alumni who have attended their biotechnology retreats that they need a scientific communication course at the undergraduate level. Scientific communication is instrumental at all levels of biotechnology, both in industry and in academia.

10. Mode of Instruction*
 For definitions of the Course Classification Numbers:
http://www.csusm.edu/academic_programs/curriculumsheduling/catalogcurricula/DOCUMENTS/Curricular_Forms_Tab/Instructional%20Mode%20Conventions.pdf

Type of Instruction	Number of Credit Units	Instructional Mode (Course Classification Number)
Lecture	3	C2
Activity		
Lab		

11. Grading Method:*
 Normal (N) (Allows Letter Grade +/-, and Credit/No Credit)
 Normal Plus Report-in-Progress (NP) (Allows Letter Grade +/-, Credit/No Credit, and Report-in-Progress)
 Credit/No Credit Only (C)
 Credit/No Credit or Report-in-Progress Only (CP)

12. If the (NP) or (CP) grading system was selected, please explain the need for this grade option.

13. Course Requires Consent for Enrollment? Yes No

* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair.

RECEIVED
 OCT - 5 2015
 BY: A.P.

Faculty Credential Analyst Dean Program/Department - Director/Chair

14. Course Can be Taken for Credit More than Once? Yes No
 If yes, how many times? (including first offering)

15. Is Course Crosslisted: Yes No

If yes, indicate which course BIOT 460 and check "yes" in item #22 below.

16. Prerequisite(s): Yes No Biol 210, Biol 211, at least one upper division Biotechnology course
Prerequisite BIOT 355 or 356

17. Corequisite(s): Yes No

18. Documentation attached:
 Syllabus Detailed Course Outline

19. If this course has been offered as a topic, please enter topic abbreviation, number, and suffix:*

20. How often will this course be offered once established?* every spring

PROGRAM DIRECTOR/CHAIR - COLLEGE CURRICULUM COMMITTEE SECTION:
 (Mandatory information – all items in this section must be completed.)

21. Does this course fulfill a requirement for any major (i.e., core course or elective for a major, majors in other departments, minors in other departments)? Yes No

If yes, please specify:
 The course is a required upper division course for biotechnology majors.

22. Does this course impact other discipline(s)? (If there is any uncertainty as to whether a particular discipline is affected, check "yes" and obtain signature.) Yes No

If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

Biotechnology Discipline See attached email dated 2/12/15 Support _____ Oppose
 Signature Date

Discipline _____ Support _____ Oppose
 Signature Date

SIGNATURES : (COLLEGE LEVEL) :

1. Terril Metzger 3/2/15
 Originator (please print or type name) Date

2. Wade Rossman 3/4/15
 Program Director/Chair Date

3. Rebecca [Signature] 9/28/15
 College Curriculum Committee Date

4. Marta Strattan-Horn 9/28/15
 College Dean (or Designee) Date

(UNIVERSITY LEVEL)

5. [Signature] 10/14/15
 UCC Committee Chair Date

6. Keene Evinwood 11/6/15
 Vice President for Academic Affairs (or Designee) Date

7. _____
 President (or Designee) Date

* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair.

BIOT support

RE: checking in re biotech

Matthew Escobar

Thu 2/12/2015 10:19 AM

To:

Cc:

Perfect!- thanks, Terri.

You can also use this email as evidence of Biotechnology's support of COMM 461. I don't think that we will need to submit a C-2 form for BIOT 460 related to the cross listing. The support of the BIOT program coordinator (me) for the COMM 461 C form should be sufficient.

Thanks,
Matt

-----Original Message-----

From: Terri Metzger
Sent: Thursday, February 12, 2015 10:04 AM
To: Matthew Escobar
Cc: Tracey Brown; Liliana Rossmann
Subject: Re: checking in re biotech

Hi,
I was able to get clarification from Regina Eisenbach about cross-listed courses. She said the only requirement is that the courses are at the same level (400) and while same numbers would be ideal, it is not required. So for the comm course, I suggest COMM461 since that number is not already in use (as far as I can see.)

It would be BIOT 460/COMM 461.

Best,
Terri Metzger
Lecturer Faculty Fellow/Liaison
Communication Lecturer
GEO/Oral Communication Coordinator
California State University San Marcos

From: Matthew Escobar
Sent: Thursday, February 12, 2015 9:11 AM
To: Terri Metzger
Cc: Tracey Brown; Liliana Rossmann
Subject: RE: checking in re biotech

Hi Terri,

This sounds fine to me. However, I think that cross listed classes have to use the same number, and it looks like COMM already has a 460. So I think that either BIOT 460 or COMM 460 will need to do a number change (presumably to 461?). I'm a little worried about changing the number of a new required course for all BIOT majors. BIOT 460 is already out on all of our advising sheets, and I'm afraid that a number change for a core course could cause major confusion. I'm not sure who in COMM "owns" 460, but might they be willing to shift by one digit?

Thanks,
Matt

-----Original Message-----

From: Terri Metzger
Sent: Wednesday, February 11, 2015 8:50 PM
To: Matthew Escobar
Cc: Tracey Brown; Liliana Rossmann
Subject: Re: checking in re biotech

Hi Matt,

We finally have some answers regarding discussion last fall about BIOT 460.

Liliana and I met with Associate Dean Beavers and after discussion and digging, it seems the best course of action is to crosslist BIOT 460 with COMM. This is something that came up in our original conversation with Bianca, but we didn't realize the necessity. A cross listed course would allow CSM to transfer the money to CHABSS and I could teach it, but still be assigned to my home department. As a result, I would be able to teach the course as needed, with no detrimental impact to my entitlements.

Liliana is apprising the department of this addition to our list of courses. The course would remain open to biotech majors only, as written in the BIOT course description. I've attached our draft comm course form (pretty much identical to the biot form).

Does this seem feasible to you? I think it may require that you resubmit the biot course form as a cross listed course. Should we proceed with submitting forms for the COMM course?

Thanks,
Terri Metzger
Lecturer Faculty Fellow/Liaison
Communication Lecturer
GEO/Oral Communication Coordinator
California State University San Marcos

California State University San Marcos
Comm 416/ ⁴⁶¹Biotechnology 460, Scientific Communication in
Biotechnology

Course Description

Introduction and application of communication principles and rhetorical strategies employed to effectively communicate with intended audiences in the context of the biotechnology industry. Students will apply this knowledge to plan, prepare, construct, and evaluate communication situations in which they participate as both producers and consumers of communication in careers related to biotechnology.

Prerequisite: Jr or Sr standing, Biol 210 and 211 as well as at least one core upper division biotech course must be completed before enrolling in this course.

Course Objectives

Development of scientific knowledge is dependent on rigorous scientific methods and research effort, however, science in a vacuum is meaningless. It is critical for students to be able to communicate their science to a variety of audiences. This class is specifically designed to build students' communication proficiency. Thus the goals of this course are to teach students about communication principles, various forms of industry-specific communication tasks and provide opportunity to practice skills in writing and presentation of scientific information.

This course helps students to meet the following Biotechnology program student learning outcomes:

2. Integrate biological knowledge and concepts with the legal, ethical, and business perspectives of the biotechnology and life sciences industry.
3. Effectively communicate scientific concepts, strategies, and opinions in both written and oral formats, in language appropriate to the discipline, as individuals or as members of a team.

Course Outcomes

Students will improve their ability to identify and analyze the rhetorical situation (communicative purpose, topic, goal, audience, method of delivery) to create and deliver oral and/or visual presentations that clearly convey concise and precise messages designed for specific audiences. Upon successfully completing this course, you will be able to:

1. Identify and assess central messages and rhetorical choices in communication situations in which they participate
2. Identify and explain characteristics of communication situations (intended audience, setting, purpose) relevant to achieving communicative purposes
3. Design oral and visual communication to effectively convey scientific information to intended audiences

4. Deliver oral and written forms of communication aligned with biotech industry standards, expectations and conventions

In order to achieve these outcomes, you must participate in all assigned work. This course is by nature “hands-on” and the purpose for the assignments is to provide the opportunity to practice and develop your communication skills. You must practice the skills in order to improve!

Required /Readings

There are required readings posted to Cougar Courses on CSUSM website. Please bring accessible copies of assigned readings to class on the day for which they are assigned. In other words, you will have copying/printing costs associated with this class.

Course requirements (number of exams, assignments, etc)

The course consists of discussions, learning activities, written work and student presentations that take place over the course period. The emphasis of course work is on practice and refinement of communication skills.

The final grade in the course will be determined primarily by oral, written, and visual presentations and an examination. Your final grade will be determined by the following assignments:

- 20% Participation and assessments
- 40% Oral presentations
- 20% Communication context report
- 20% Examination of communication foundations

You will find detailed assignment descriptions posted to Cougar Courses.

The communication context report and the preparation outlines for the oral presentations will meet the University writing requirement.

Grading Standards

We will use a point system to calculate grades. There will 500 points possible for term. I suggest that from the very beginning of the course, you calculate how many points you can “lose” and still earn a satisfactory grade. For example, if you plan to earn an A, you can miss only 35 points during the entire course.

The final letter grade will be determined using the University grade scale.

A	465-500 (93%-100%)
A-	450-464 (90%-92.9%)
B+	435-449 (87%-89.9%)
B	415-434 (83%-86.9%)
B-	400-414 (80%-82.9%)
C+	385-399 (77%-79.9%)
C	365-384 (73%-76.9%)
C-	350-364 (70%-72.9%)

D+	335-349 (67%-69.9%)
D	315-334 (63%-66.9%)
D-	300-314 (60%-62.9%)
F	299 or below (59.9 % or lower)

Grading Criteria

“A” 90-100% of points possible—the work stands out from above-average work because of superior composition, organization and style. It shows deliberate effort and care, it is creative and original. It reflects mastery of course material with the correct use of concepts and terminology, along with original ideas about the material. I learned something valuable from the work.

“B” 80-89% of points possible—above average work that is skillfully written and well-organized. It shows that one has done the reading, been attending class, and incorporates concepts from the class. There might be a few errors, perhaps the work could be more clear or in-depth.

“C” 70-79% of points possible—average. Adequate but uninspired writing, perhaps careless. The work fulfills the requirements of the assignment, but the work does not seem like it has been a priority for the writer. Your work needs careful proofreading/editing.

“D” 60-69% of points possible—Below average work that demonstrates a lack of comprehension. Does not meet all of the assignment requirements. It is difficult to read and understand the communication due to number of writing problems.

“F” 59% or below—Failure to submit any work or submission of plagiarized work.

Policy on late work

I do not accept late work unless it has been negotiated before the due date or in the event of an unavoidable, documented, medical emergency. Assignments are due *at the beginning* of the period on the day they are due.

All work must be submitted in-person. I do not accept work submitted electronically—do not send an assignment via email in lieu of attending class as it will not be accepted unless I authorized it ahead of time. In-class assignments cannot be “made up” under any circumstances.

All assignments submitted must be word-processed and attention paid to content and form (e.g., grammar, typographical errors, punctuation, etc.) as well as proper citations of source material. These factors contribute to or detract from a student’s grade on her/his assignment.

ADA Statement

Students with disabilities who require reasonable accommodations must be approved for services by providing appropriate and recent documentation to the Office of Disabled Student Services (DSS). This office is located in Craven Hall 5205, and can be contacted by phone at (760) 750-4905, or TTY (760) 750-4909. Students authorized by DSS to receive reasonable accommodations should meet with me individually in order to ensure confidentiality.

Academic Honesty

Students will be expected to adhere to standards of academic honesty and integrity, as outlined in the Student Academic Honesty Policy. All assignments must be original work, clear and error-free. All ideas/material that are borrowed from other sources must have appropriate references to the original sources. Any quoted material should give credit to the source and be punctuated accordingly.

Academic Honesty and Integrity: Students are responsible for honest completion and representation of their work. Your course catalog details the ethical standards and penalties for infractions. There will be zero tolerance for infractions. If you believe there has been an infraction by someone in the class, please bring it to the instructor's attention. The instructor reserves the right to discipline any student for academic dishonesty, in accordance with the general rules and regulations of the university. Disciplinary action may include the lowering of grades and/or the assignment of a failing grade for an exam, assignment, or the class as a whole.

http://lynx.csusm.edu/policies/procedure_online.asp?ID=187

Assignment Descriptions

Two common errors that students make are 1) not paying attention to the assignment parameters and so leaving out parts of the assignment and 2) not asking for clarification when they do not understand the assignment. *Please pay close attention to the written descriptions of the assignments, the class discussion, and ask for clarification if you need it.*

Participation and Assessments (20% of final grade)

Your attendance and participation is expected. Students are expected to be engaged in all class activities and this portion of the final grade will reflect the level of thoughtful, consistent contributions to the learning environment.

- Possible activities include in-class writing assignments such as reading responses and learning reflection essays, group tasks, critiquing peer presentations, self evaluations, locating relevant resources for discussion, on time and complete attendance to class meetings, thoughtful contributions to discussions, etc.

Oral Presentations (40% of final grade)

- *Explaining the science speeches*-- Using principles from the readings and discussions, create a 3-4 minute speech that explains a scientific process or scientific principle to a target audience in a biotechnology context. You will submit a preparation outline at the time you give your presentation. (2 speeches worth 25% of final grade)
- *Selling science speech*-- Using the principles discussed in readings and in class, create a short (2 min) presentation with one power point slide explaining one application or benefit of a recent development in the field of biotechnology to a general audience. The power point slide should follow the assertion-evidence format. You will present your selected information in class using the power point as a visual aid and submit a preparation outline at the time you give your presentation. (15% of final grade)

Communication context report (20% of final grade)

Class members will identify a number of biotech career communicative situations/ communication contexts and methods to gather information about those situations. Each student will select one context to examine and create a written report of the characteristics relevant to communication. A second document will address the implications of the situational characteristics on purposeful communication and rhetorical choices.

Communication Foundations Exam (20% of final grade)

Approximately mid-semester, you will have an examination of the communication principles from the readings, discussion and activities. All course materials up to that date are potential exam materials, including student-generated information regarding specific communication contexts.

Course schedule

Week	Topic	Assignment due
1	Introduction to the course	
2	Communication fundamentals	
3	Planning communication	
4	Planning communication	Context fact sheet
5	Preparing communication—organization and outlining	Context “user guide”
6	Preparing communication—visual aids	Speech plans
7	Communication foundations exam	Exam
8	Presenting –connecting and responding	
9	Speeches	Explaining science speech
10	Speeches	Self analysis due following week
11	Speeches	Explaining science speech—new context
12	Speeches	Self analysis due following week
13	Pitches, sales, persuasion	
14	Speeches	Selling the science speech
15	Reflections and closure	

This syllabus is subject to change during the course. Any changes will be discussed in class. You are responsible for the changes or information disseminated, regardless of attendance. (Contact a classmate for information if you miss a class meeting.)

Angela Baggett

From: Terri Metzger
Sent: Monday, September 21, 2015 5:21 PM
To: Rebecca Lush
Cc: Aníbal Yáñez-Chávez; Martha Stoddard-Holmes; Angela Baggett
Subject: Re: CAPC Review of COMM 416

Hi Rebecca,

I am happy to hear we are almost to the next stage. Please let me know if there is more I need to do in addition to providing the two answers below:

Box 17 (co-requisites) should be checked "no".

Yes, we can use the language for enrollment restrictions from the biot 460 form (*Enrollment restricted to students with Junior or Senior standing. Prerequisite: BIOT 355 or 356*) since biot 355 or biot 356 both require biol 210 and biol 211. Thank you for clarifying that there is not a need to restate "pre-pre-requisites."

Thanks,

Terri Metzger

Lecturer Faculty Fellow/Liaison
Communication Lecturer
GEO/Oral Communication Coordinator
California State University San Marcos

From: Rebecca Lush
Sent: Monday, September 21, 2015 1:19 PM
To: Terri Metzger
Cc: Aníbal Yáñez-Chávez; Martha Stoddard-Holmes; Angela Baggett
Subject: CAPC Review of COMM 416

Hi Terri,

CAPC has nearly completed its review of COMM 416 and we are looking forward to being able to send an approved version of these materials to UCC very soon.

Before we can do that we have a few small requests that we hope you can get back to us quickly:

1. On box #8 it says "enrollment requirement; Biol 210, 211.." and we wondering if this should instead be "pre-requisite." We also didn't know if it should instead be "Pre-req: BIOT 355 or 356" like the BIOT description for this cross-listed class. Since Biol 210 and 211 are requirements for BIOT 355 typically we don't restate them so BIOT 355 or 356 would include these already. Here is the language from BIOT 460 for enrollment restrictions:

"Enrollment restricted to students with Junior or Senior standing. Prerequisite: BIOT 355 or 356."

rehtAction item: Please clarify the enrollment pre-reqs or orequirements. If you mean "enrollment requirement" can you explain if this means concurrent enrollment instead of a pre-req.

2. Please let us know how Box #17 should be answered.

Thank you in advance for your answers to our queries. Please let me know if you have any questions.

best,
Rebecca

Rebecca M. Lush, Ph.D.
CAPC Co-Chair
Associate Professor
Literature and Writing Studies
Film Studies Coordinator
Faculty Director of the Cougar Chronicle
California State University, San Marcos
126L Markstein
333 S. Twin Oaks Valley Road
San Marcos, CA 92096
760-750-8004

Angela Baggett

From: Martha Stoddard-Holmes
Sent: Tuesday, July 14, 2015 10:59 PM
To: Terri Metzger
Cc: Angela Baggett
Subject: Re: comm 406/biot 460

Ok thank you, Terri! Martha

Martha Stoddard Holmes, Ph.D.
Associate Dean, Instruction and Academic Programs
Professor of Literature and Writing Studies
College of Humanities, Arts, Behavioral and Social Sciences (CHABSS)
SBSB 4115-E
Tel: 760.750.8064

California State University San Marcos
333 S. Twin Oaks Valley Road
San Marcos, CA 92096-0001

From: Terri Metzger
Sent: Tuesday, July 14, 2015 9:14 PM
To: Martha Stoddard-Holmes
Cc: Angela Baggett
Subject: Re: comm 406/biot 460

Hi Martha,
I'm sorry for the confusion. I'm sure the changing course number didn't help as you were reviewing the situation. As you probably figured out, the course number was the subject of some discussion--I just double-checked my correspondence and it should be Comm 416 and BIOT 460.

Thanks,

Terri Metzger

Lecturer Faculty Fellow/Liaison
Communication Lecturer
GEO/Oral Communication Coordinator
California State University San Marcos

From: Martha Stoddard-Holmes
Sent: Tuesday, July 14, 2015 3:13 PM
To: Terri Metzger
Cc: Angela Baggett
Subject: Re: comm 406/biot 460

Hi Terri,

I'm looking over the C form for Scientific Communication in Biotechnology and wanted to clarify something--- the emails attached to the proposal refer to it as COMM 461; the actual proposal lists it as COMM 416; and the recent emails from you list it as COMM 406. Can you clarify what your intended number for the course is?

Thanks so much!

Martha

Martha Stoddard Holmes, Ph.D.
Associate Dean, Instruction and Academic Programs
Professor of Literature and Writing Studies
College of Humanities, Arts, Behavioral and Social Sciences (CHABSS)
SBSB 4115-E
Tel: 760.750.8064

California State University San Marcos
333 S. Twin Oaks Valley Road
San Marcos, CA 92096-0001

From: Terri Metzger
Sent: Thursday, July 9, 2015 4:15 PM
To: Martha Stoddard-Holmes
Cc: Liliana Rossmann
Subject: comm 406/biot 460

Hi Martha,

You can see from the edited emails below that we need your help as Associate Dean. Last year, we submitted to the Dean's Office a c-form in order to crosslist a biotechnology course in communication. The biotech course is already completely approved and Biology intends to offer it Spring 2016 as an upper division core course for biotech majors.

The paperwork never made it to CAPC. Is there a way to rush this so the course can be in the spring '16 schedule build?

I am happy to chat about the details with you if you'd like.

Thanks,

Terri Metzger

Lecturer Faculty Fellow/Liaison
Communication Lecturer
GEO/Oral Communication Coordinator
California State University San Marcos

From: Terri Metzger
Sent: Monday, May 11, 2015 3:44 PM
To: Liliana Rossmann
Subject: Re: comm 406/biot 460

Thank you for your support through this process. I will contact Martha Stoddard Holmes at the beginning of July as you suggest. Perhaps since it was an error, she can expedite the CAPC process in the Fall (especially since it is a cross-listing) and move it forward.

Thanks for following up!

Terri Metzger

Lecturer Faculty Fellow/Liaison
Communication Lecturer
GEO/Oral Communication Coordinator
California State University San Marcos

From: Liliana Rossmann
Sent: Monday, May 11, 2015 3:25 PM
To: Terri Metzger
Subject: RE: comm 406/biot 460

Hi Terri:

I talked to Scott. He acknowledge that "mistakes were made" and that it was never forwarded to CAPC.

I stressed that it needed to be approved before the Spring 2016 schedule is built, so that it can be offered. He understood and said, even though he won't be in that position, that he'd be on the lookout until he transitions out and would bring Martha Stoddard-Holmes on board.

I strongly urge you to contact Martha as soon as she starts (July 1). I'll do it on my end.

¡Adelante!

lcr
Liliana Castañeda de Rossmann, Ph.D.
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<http://www.drlcr.com>

From: Terri Metzger
Sent: Thursday, May 07, 2015 7:45 PM
To: Liliana Rossmann
Subject: comm 406/biot 460

Hi Liliana,

I spoke with Catherine Cucinella, the outgoing chair of CAPC, about the crosslisted course. She said she had not seen it. Did you get a response from Scot Greenwood about the status?

Thanks,

Terri Metzger

Lecturer Faculty Fellow/Liaison
Communication Lecturer
GEO/Oral Communication Coordinator
California State University San Marcos